

Kalamazoo SCRABBLE® FEST

2024 Sponsorship Packet



The Kalamazoo Literacy Council (KLC) is seeking sponsorships for the **13th Kalamazoo SCRABBLE® Fest on Saturday, August 10, 2024**, 12:00 p.m.-3:30 p.m. at the Radisson Plaza Hotel in downtown Kalamazoo, where players meet up for an exciting day of gaming to raise awareness and funds that directly benefit adults in our community.

Everyone needs to read to excel at work, keep their families healthy, and teach their kids. But in Kalamazoo County, 25,000 people -1 in 8 adults - struggle to read, which means they are not able to apply for jobs, manage their health, or help their children learn. In fact, research shows that children of parents with low literacy levels have a 72% chance of being at the lowest reading levels themselves. For 50 years, the KLC has provided FREE basic literacy services that empower adults to become more confident and capable parents, employees, and community members. We serve hundreds of native English speakers and English language learners annually with one-on-one tutoring and classes that strengthen reading, writing, spelling, and comprehension skills. 100% of sponsorship funds for Kalamazoo SCRABBLE Fest positively impacts adult learners, their families, and the volunteers that support them, and will help further the KLC's purpose of helping Kalamazoo County to be a fully literate community.

Kalamazoo SCRABBLE® Fest sponsorship has huge benefits!

\$50 provides training materials and workbooks for one tutor and one student

\$100 funds newspapers, books, and magazine subscriptions for 10 learners

\$250 trains one new tutor to begin literacy instruction

\$500 provides ongoing training scholarships for 10 new tutors to sharpen their skills

\$1,000 funds annual costs of new materials, assessments, and instruction for one learner

\$2,500 provides books and supplies for a Community Literacy Center that can serve hundreds of learners

\$5,000 funds a year of online instruction and in-class tutoring support for 50 learners

\$10,000 funds childcare and multigenerational literacy materials for 50 families

Will you help?

Supporting Kalamazoo SCRABBLE Fest as a sponsor showcases your commitment to education and community engagement. Please review the following pages for opportunities. Some levels include a 4-person team where employees or volunteers can play on your behalf. All levels include special recognition in media, on t-shirts, at the event, and more. Or, you may choose to register a corporate team for \$200. We are also accepting in-kind donations for prize baskets. Please respond with your commitment by **June 28, 2024**.

The Kalamazoo Literacy Council is a nonprofit 501(c)(3) agency that provides free quality literacy programs for adults who struggle to read. To learn more, please visit kalamazooliteracy.org.

Thank you for considering our request to support adult literacy. For questions, please reach out to Carrie at (269) 823-3484 or carrie@rootedcc.com or Kito at (269) 382-0490 ext. 211 or kjumanne-marshall@kalamazooliteracy.org.

Kindly,

Carrie Drake
Kalamazoo SCRABBLE Fest Project Manager

Kito Jumanne-Marshall
Marketing & Development Manager



SPONSORSHIP OPPORTUNITIES

Please select a sponsorship level

To ensure placement on print materials, please return the form and creative assets by **June 28, 2024**.

Title Sponsor \$10,000

- Company representative delivers opening remarks
- Named as the Title Sponsor in media releases
- Named as Scrabble Club sponsor
- Logo on materials at activity partner locations
- Opportunity to distribute promotional items to participants
- Corporate banner displayed at event
- Logo on game table signage
- Logo on promotional materials and in social media
- Full page (inside cover) color ad in program
- Recognition during tournament
- Special offer in virtual bag
- Recognition in KLC newsletter and on website
- **4-Player corporate team**

Tournament Sponsor \$5,000

- Named as the Tournament Sponsor in media releases
- Logo on materials at activity partner locations
- Named as Scrabble Club sponsor
- Opportunity to distribute promotional items to participants
- Corporate banner displayed at event
- Logo on game table signage
- Logo in promotional materials, website, social media
- Full page color ad in program
- Recognition during tournament and in KLC newsletter
- Special offer in virtual bag
- **4-Player corporate team**

Presenting Sponsor \$2,500

- Named as a Presenting Sponsor in media releases
- Logo on materials at activity partner locations
- Opportunity to distribute promotional items to participants
- Corporate banner displayed at event
- Logo on game table signage
- Logo in promotional materials, website, social media
- Full page color ad in program
- Recognition during tournament and in KLC newsletter
- Special offer in virtual bag
- **4-Player corporate team**

Round Sponsor \$1,000

- Named as a major sponsor in media releases
- Corporate banner displayed at event
- Logo on game table signage
- Logo on promotional materials and on website
- Full page color ad in program
- Recognition during event and in KLC newsletter
- Special offer in virtual bag
- **4-Player corporate team**

Bingo! 7-Letter Sponsor \$500

- Named as sponsor in media releases
- Name listed on promotional materials and on website
- 1/2 page color ad in program
- Recognition during event and in KLC newsletter
- Special offer in virtual bag

Triple Word Sponsor \$250

- 1/4 page color ad in program
- Logo in promotional materials, website, social media
- Recognition during event, in program, and newsletter

Double Word Sponsor \$100

- Recognition during event
- Name listed in event program and KLC newsletter

Letter Sponsor \$50

- Name listed in event program and KLC newsletter

SPONSOR INFORMATION

Contact Name: _____

Company Name: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

Please bill us for this sponsorship on:

Enclosed is my check for sponsorship

Sponsor Level:

Title* — \$10,000

Presenting* — \$5,000

Match* — \$2,500

Round* — \$1,000

Bingo 7-Letter — \$500

Triple Word — \$250

Double Word — \$100

Letter Sponsor — \$50

***Please complete the attached corporate team registration form**

Please make checks payable to: **Kalamazoo Literacy Council**
420 E. Alcott St. Kalamazoo, MI 49001



CORPORATE TEAM



SPONSOR INFORMATION

Contact Name: _____
 Company Name: _____
 Address: _____
 City/ State/ ZIP: _____
 Phone: _____
 Email: _____

Please make checks payable to:
Kalamazoo Literacy Council
 420 E. Alcott, Suite 400
 Kalamazoo, MI 49001

PLAYER INFORMATION

Team Name (Have fun with it!): _____

Player 1: _____
 Address: _____
 City/ZIP: _____
 Phone: _____
 Email: _____
 T-shirt size: S M L XL XXL

Player 3: _____
 Address: _____
 City/ZIP: _____
 Phone: _____
 Email: _____
 T-shirt size: S M L XL XXL

Player 2: _____
 Address: _____
 City/ZIP: _____
 Phone: _____
 Email: _____
 T-shirt size: S M L XL XXL

Player 4: _____
 Address: _____
 City/ZIP: _____
 Phone: _____
 Email: _____
 T-shirt size: S M L XL XXL

CORPORATE TEAM INFORMATION

The Kalamazoo Literacy Council is inviting businesses and organizations to play on corporate teams. Four participants will compete in the Just for Fun category against other teams. Participants must be 16 or older.

Unless included in your sponsorship, the cost for each 4-player corporate team is \$200. Each team will receive recognition at the event, company listing in the program and KLC newsletter, t-shirts, hors d'oeuvres, and the opportunity to win a trophy!

In order to ensure placement on print materials, please return this form no later than June 28.

Please bill us for this team sponsorship on:

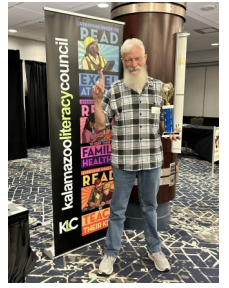
 Enclosed is my check for team sponsorship

Please make checks payable to:
Kalamazoo Literacy Council
 420 E. Alcott St.
 Kalamazoo, MI 49001





IN-KIND DONATIONS



The Kalamazoo Literacy Council welcomes in-kind donations for prizes. In-kind sponsors will receive recognition at the event and listing on the KLC website. Please submit this form by **June 28**.

SPONSOR INFORMATION

Contact Name: _____

Company Name: _____

Address: _____

City/State/ZIP: _____

Phone: _____

Email: _____

DONATION DESCRIPTION

Thank you!



420 E. Alcott St.
Kalamazoo, MI 49001
(269) 382-0490 ext. 211